

Anaplan

PartnerConnect

Program guide FY22

Customer transformation driven
by profitable partnerships



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Welcome to PartnerConnect

Connected Planning does more than optimize how companies make decisions—it helps drive transformative value. Thanks to our valued partners, customers and prospects are discovering how Anaplan can take their digital transformation to the next level.

Whether they want to increase their valuation, be first to market with innovative products, fend off competitive threats or launch entirely new business models, our partners and Anaplan can help organizations solve their most challenging issues and deliver business outcomes with confidence, precision and scale.

Thank you for your collaboration and let's make this another great year for our customers.

David Tharp

David Tharp
Vice President,
Worldwide Partner Organization



Our partners help make our Connected Planning vision possible. By understanding our customers' challenges and showing how Anaplan can solve those pain points, we drive greater impact when we work together. Thank you for your shared commitment to our customers' success.

Frank Calderoni
Chairman,
Chief Executive Officer



Introduction to the program

Anaplan's partner program, PartnerConnect, facilitates a three-way partnership between the customer, Anaplan and you.

PartnerConnect aims to help you provide our customers with the right experience and expertise to deploy Connected Planning across their whole business: a planning solution that drives growth and customer success. This program has been designed to directly reflect the capabilities and performance of each partner.



Introducing the Partner Value Score

As PartnerConnect evolves, we are aligning the program to the high value activities that drive mutual benefit for our customers. We recognize the increasing role you play throughout the end-to-end customer journey and want to reward you for your work. This is why we are launching the Partner Value Score (PVS) in FY22.

Starting February 1, 2021, we'll measure your performance using the PVS. The points you earn between February 1, 2021 and January 31, 2022 will determine your tier level for FY23.

The PVS is comprised of three core components:

30%

certifications
(practice capacity
and capability)

35%

go-to-market
contributions

35%

customer
adoption

Each component has multiple attributes with corresponding point values that make up your score.

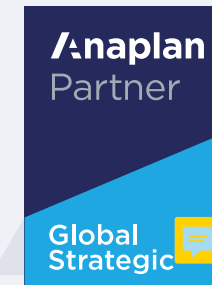
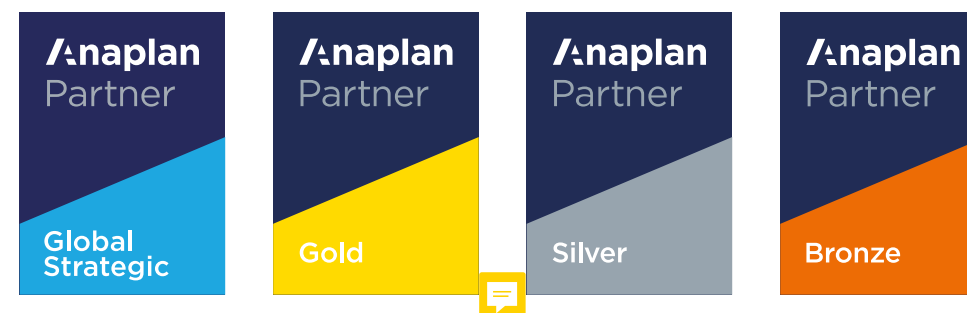
Tracking your progress

You will be able to access a new PVS dashboard in Partner Central to measure your progress. The dashboard will show your company's earned points across the three pillars. It will also link out to supporting dashboards for an added level of detail. Keep track of your certified resources, opportunities, and customer adoption throughout the year.

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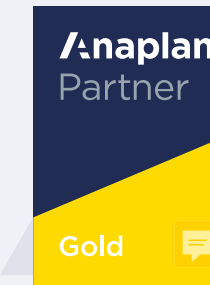
PartnerConnect

Program Tiers



Global Strategic Partners

Our Global Strategic Partners lead the way in solving the most complex business problems for our customers. They have unparalleled knowledge in their sectors and a geographic footprint to match that of our global customers. Global Strategic Partners receive elite benefits, including dedicated Anaplan resources to support the rapid scaling of their Anaplan practices.



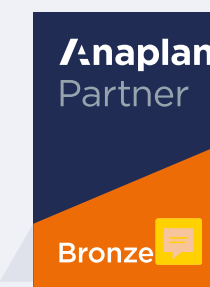
Gold Partners

Established and experienced, Gold Partners have proven capabilities at managing complex planning requirements and delivering exceptional customer success. Having demonstrated a clear commitment to building the Connected Planning category, Gold Partners receive exclusive benefits and are recognized for their thought leadership and unique expertise.



Silver Partners

Partners in the Silver tier have an established level of Anaplan experience, and can offer customers consistent, reliable service quality across industries and use cases. Silver Partners have met customer satisfaction levels, fulfilled revenue requirements, and passed training certifications, and can now access an increased level of benefits.



Bronze Partners

The Bronze tier forms the next step on the Anaplan Partner journey for those looking to accelerate growth in their Anaplan practice. At this level, Partners unlock training and marketing benefits, as well as additional resources to strengthen their capabilities.

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Program benefits

Promotion & Marketing

- Customers can find your logo via anaplan.com/partners
- Use of Anaplan partner logo and opportunity to co-brand
- Tier badge to share your program status
- Access to a partner sales and marketing portal

Engagement & Relationship

- Access to the Partner Community, monthly newsletter and Anaplan partner communications

Training & Enablement

- Provision of Anaplan workspace
- Invitations to webinars and access to on-demand enablement content via the Anaplan Partner Community



Global Strategic Partners

Our Global Strategic Partners lead the way in solving the most complex business problems for our customers.

They have unparalleled knowledge in their sectors and a geographic footprint to match that of our global customers.



Benefits

- Dedicated Partner Account Manager
- Dedicated Partner Success Manager
- Dedicated partner marketing resource
- Quarterly Business Review with senior Anaplan leadership
- One seat on the Partner Advisory Board
- Eligible for nomination in Anaplan’s annual Partner Awards
- Inclusion of collateral and assets for Anaplan sales enablement
- Support to develop joint go-to-market industry solutions
- Training discounts



FY22 Requirements

Partner-led ACV	\$12M
Partner-originated ACV	\$5M
# certified Model Builders	125
# certified Solution Architects	25



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Gold Partners

Established and experienced, Gold Partners have proven capabilities at managing complex planning requirements and delivering exceptional customer success.



Benefits

- 15% incentive fee for originated deals and 5% incentive fee for co-sold deals
- Assignment of a named Partner Account Manager
- Assignment of a named Partner Success Manager
- One seat on the Anaplan Advisory Board
- Eligible for nomination in Anaplan’s annual Partner Awards
- Eligible to apply for marketing co-funding funds
- Showcase your customer stories through our case study/customer video program
- 20% discount on Anaplan technical training courses



FY22 Requirements	AMER	EMEA	APAC
Partner-led ACV	\$4M	\$2.6M	\$1.7M
Partner-originated ACV	\$1.46M	\$1.1M	\$300k
# certified Model Builders	50	25	20
# certified Solution Architects	10	5	4



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Silver Partners

Partners in the Silver tier have an established level of Anaplan experience, and can offer customers consistent, reliable service quality across industries and use cases.



Benefits

- 15% incentive fee for originated deals and 5% incentive fee for co-sold deals
- Eligible to apply for marketing co-funding funds
- Showcase your customer stories through our case study/customer video program
- 10% discount on Anaplan technical training courses



FY22 Requirements	AMER	EMEA	APAC
Partner-led ACV	\$1.25M	\$1M	\$625k
Partner-originated ACV	\$520k	\$410k	\$260k
# certified Model Builders	20	15	10
# certified Solution Architects	4	3	2



Bronze Partners

The Bronze tier forms the next step on the Anaplan Partner journey for those looking to accelerate growth in their Anaplan practice.



Benefits

- 15% incentive fee for originated deals and 5% incentive fee for co-sold deals



FY22 Requirements	AMER	EMEA	APAC
Partner-led ACV	\$250k	\$187k	\$125k
Partner-originated ACV	\$100k	\$80k	\$50k
# certified Model Builders	5	5	5
# certified Solution Architects	1	1	1



Designed for your success

Transformative. Successful. Profitable

This is why we've aligned the PVS to the activities that will add value throughout the whole customer lifecycle.

1. Plan

Develop a business plan to achieve your desired tier status by the end of the program year.

2. Train

Put your resources through the Anaplan learning paths to become certified model builders, solution architects, and Master Anaplanners. Additional courses are available for your pre-sales and go-to-market resources.

3. Demand generation

Leverage the Partner Highspot to access assets and campaigns to help generate leads.

4. Sell

Work with the Anaplan sales teams on opportunities and use the **PRM** tool to register your deals

5. Deliver a Customer-First experience

Engage with Anaplan's Customer Success and Professional Services teams to ensure our customers realize the value of Anaplan. This paves the way for adoption, expansion, and renewals.

6. Develop solutions

Develop unique solutions across Anaplan's core functions that customers can benefit from.

7. Track your progress

Use Partner Central to track your sales contributions, capacity, and customer adoption throughout the year; and watch your Anaplan practice grow.

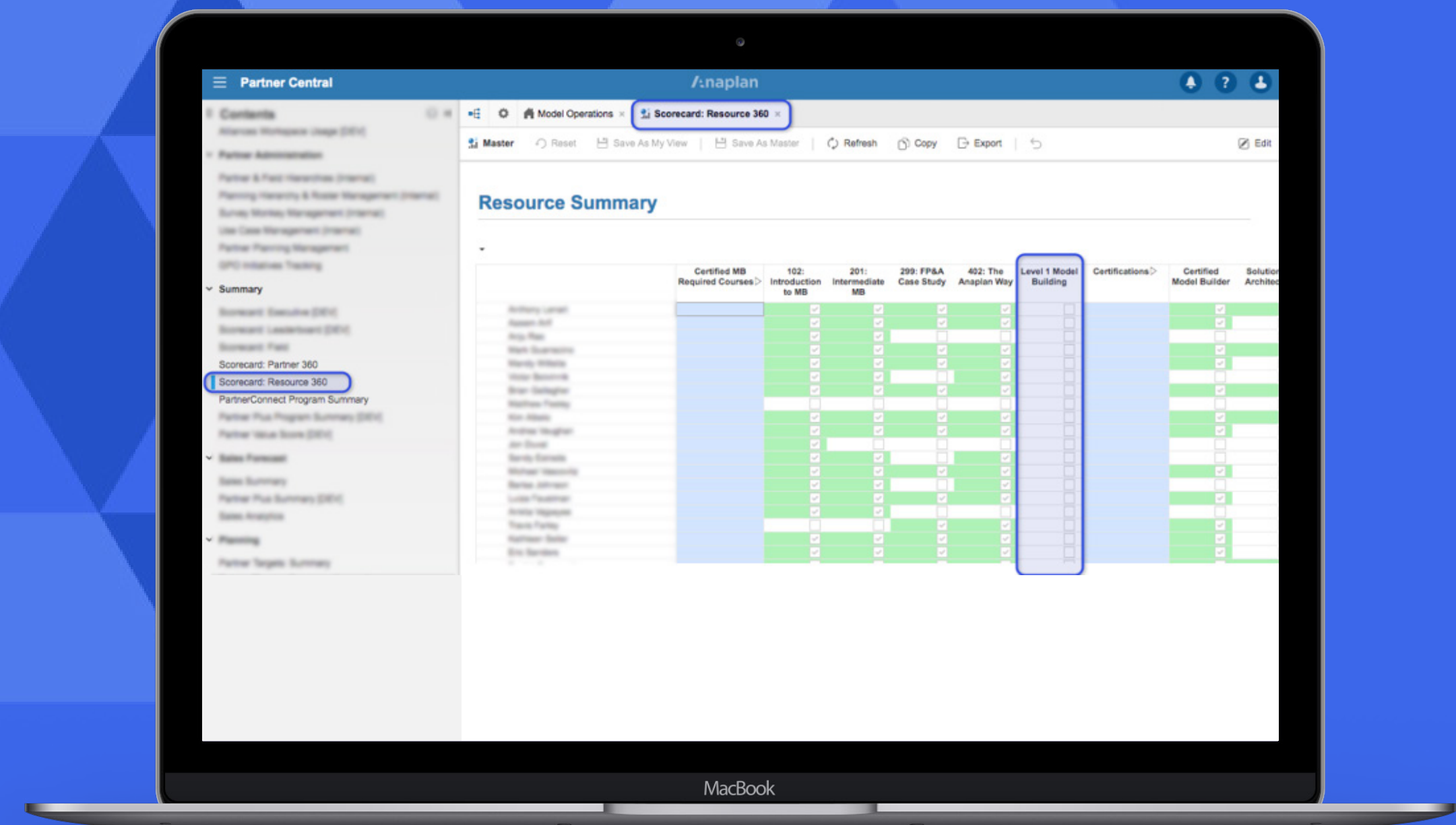
Partner Central

The best decisions are grounded in data, and we want all our planning to be data-informed as we continue to grow and scale at speed. **Partner Central** is the command center for our partnership: it brings together all the elements of our partner program, **PartnerConnect**, into a single source of truth via the Anaplan platform.

Key dashboards to leverage:

- Partner invoicing
- Partner planning management
- Partner Value Score
- Scorecard Partner 360
- Scorecard Resource 360

If you have any questions about **Partner Central**, please do not hesitate to reach out to partner.help@anaplan.com 



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FY22 commissions

Partners are paid on first year NNACV only

Originated Incentive:

- i. New Business: 15% of NNACV
- ii. Expand Business: 15% of NNACV

Co-Sold Incentive: 5% of NNACV

- i. Can be earned in addition to any originated incentives recognized

For definitions of the terms provided in the Commission Schedule, please refer to the Anaplan Partner Agreement. 🗨️



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Key resources and contacts

Anaplan's **Partner Community** 📄 is designed with simplicity in mind, helping you to find the resources, information and assistance you need to provide the very best customer experience and drive your business forward.

Partner news and events: stay up to date with the latest news, upcoming Partner webinars and Anaplan events.

Anaplan's Academy: from a basic introduction to Anaplan, through to advanced model-building skills, everything you need to know about Anaplan Model Builders, Solution Architects or end-users is right here.

Support: find support articles and guides for the Anaplan platform.

Leverage **Anapedia** for platform for advice and best practice on the platform.



Contact Anaplan

If you have any questions regarding marketing, email partnermarketing@anaplan.com

If you have any questions regarding becoming a partner, partner on-boarding, deal registration or **Partner Central**, email partner.help@anaplan.com

Usage Terms and Conditions: Use of logos is a Partner Program Benefit of PartnerConnect. By using the logos, you are agreeing that you understand you only have the right to use the logo of your Anaplan-assigned Partner Level tier. You are also agreeing that Partner Level tier attainment requirements are merely guidelines for Anaplan to determine your tier and that Anaplan retains the right to move Partners up or down among tiers, regardless of whether they meet the criteria.